



Driving Human Audio Experience

# CORPORATE PRESENTATION

Mid&Small in Milan

2 December 2021



# A WORLDWIDE LEADER IN PROFESSIONAL AMPLIFIERS

QUEEN ELISABETH HALL  
ANTWERP



# POWERSOFT AT A GLANCE

Powersoft is a global leader in **audio amplification technologies**, **advanced signal processing**, and **unique transducer systems** for the pro-audio sector

Powersoft specializes in the **design, production, and marketing of landmark products** for sophisticated customers and operators of the professional audio market. These products are the result of its strong emphasis on **R&D and continuous innovation**



**Net Profit**  
**€0.9m**

**25 Years**  
**of Success**




**Revenues**  
**€16.1m**

**4**  
**Production**  
**Plants\***



**~30**  
**International**  
**Patents**

**110**  
**Headcounts**



**EBITDA Margin**  
**13.4%**

1H2021  
FINANCIAL FIGURES

\* 3 production plants are in outsourcing

# A HISTORY OF CONSISTENT GROWTH



**1995 - 1998**

**BIRTH AND DEVELOPMENT**



Specialized in design, production and marketing of high-end patented technologies for professional audio applications

**1998 - 2008**

**COMPANY GROWTH**

**2008 - 2018**

**CONSOLIDATION AND DIVERSIFICATION**

**TODAY**

**OVER 26 YEARS OF SUCCESS**

25 YEARS  
POWERSOFT

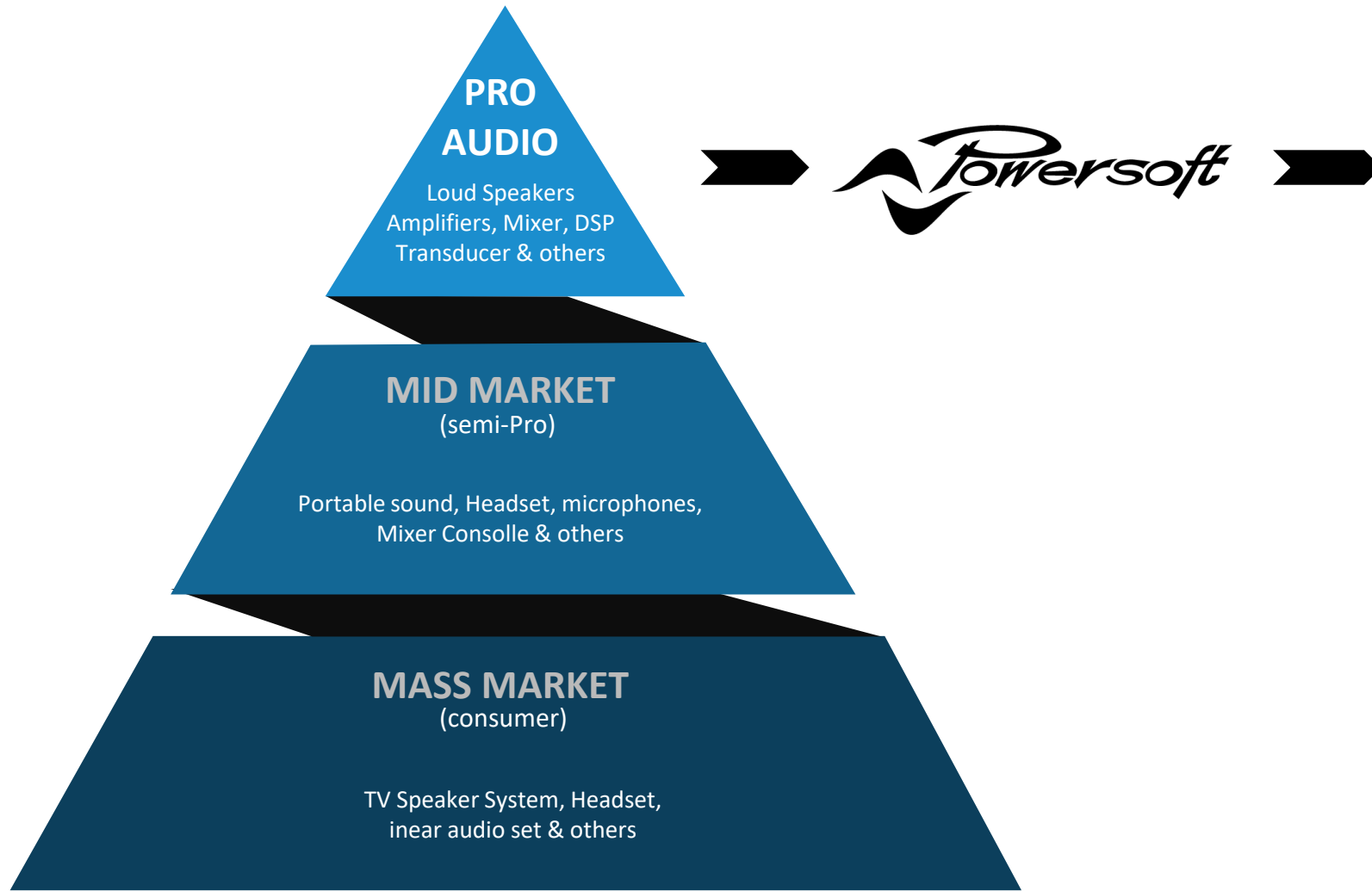


**DEC 17, 2018**

**IPO**



# AN ITALIAN EXCELLENCE POSITIONED AT THE HIGH-END PROFESSIONAL AUDIO MARKET

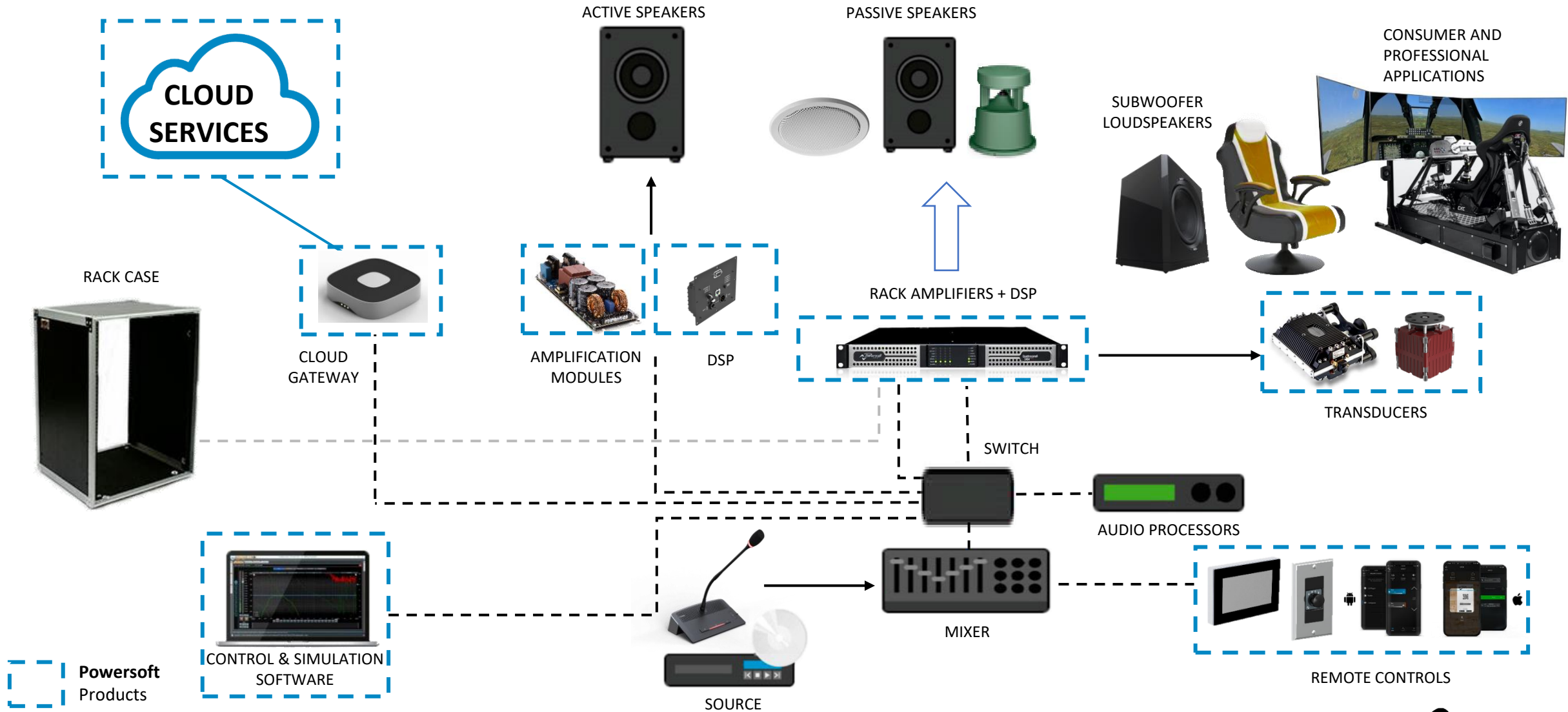


## AT THE TOP OF THE PIRAMID

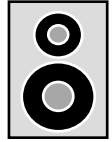
- A pioneer in the **high-end professional audio market**
- Globally recognized **market setter of unrivalled cutting-hedge products** in a thriving market
- Serving a broad range of clients, both **professional customers and audio-device makers**
- **Over 26 years as a forefront player in the market**, set to face future challenges and to exploit new opportunities



# AT THE HEART OF THE PRO AUDIO SYSTEM

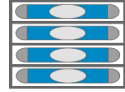


# POWERSOFT AS PIONEER IN THE MARKET



2005

AMPLIFICATION  
MODULS



1995

Class D POWER AMPS



2021

SYSTEM SOLUTIONS

- Dynamic Music Distribution systems
- Multi channels amps for immersive systems



WHAT'S NEXT?



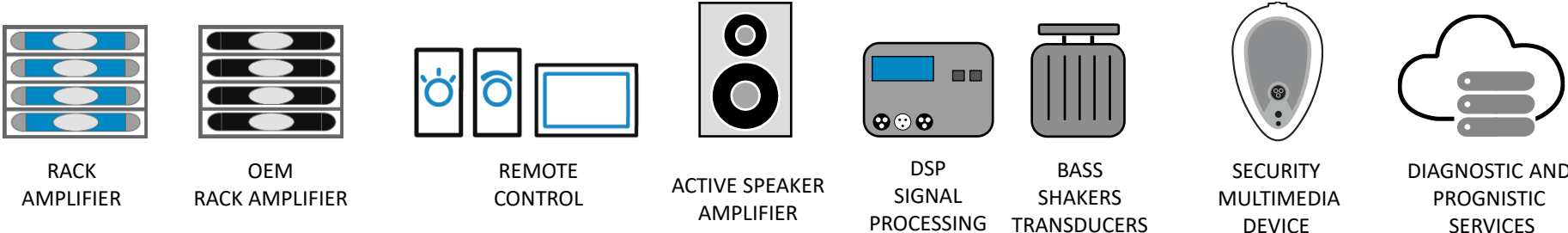
IMMERSIVE SOUND

## PATENTED TECHNOLOGIES

- Innovative topologies for efficiency improvement in **switchmode power converters**
- **Control methods** for optimizing and compensating acoustical systems non linearities and enhancing global performances
- **Electromechanical conversion systems** for highly efficient and powerful acoustic transduction
- **Acoustical solutions** to increase compactness of acoustical cabinets and sound pressure level capabilities
- **Modular and flexible multichannel amplification platform** for large scale/channels count applications
- Efficient **Long Range Wireless Power Distribution** for domestic and commercial appliances
- **Self sufficient acoustical ambient enhancement**, for domestic and commercial applications

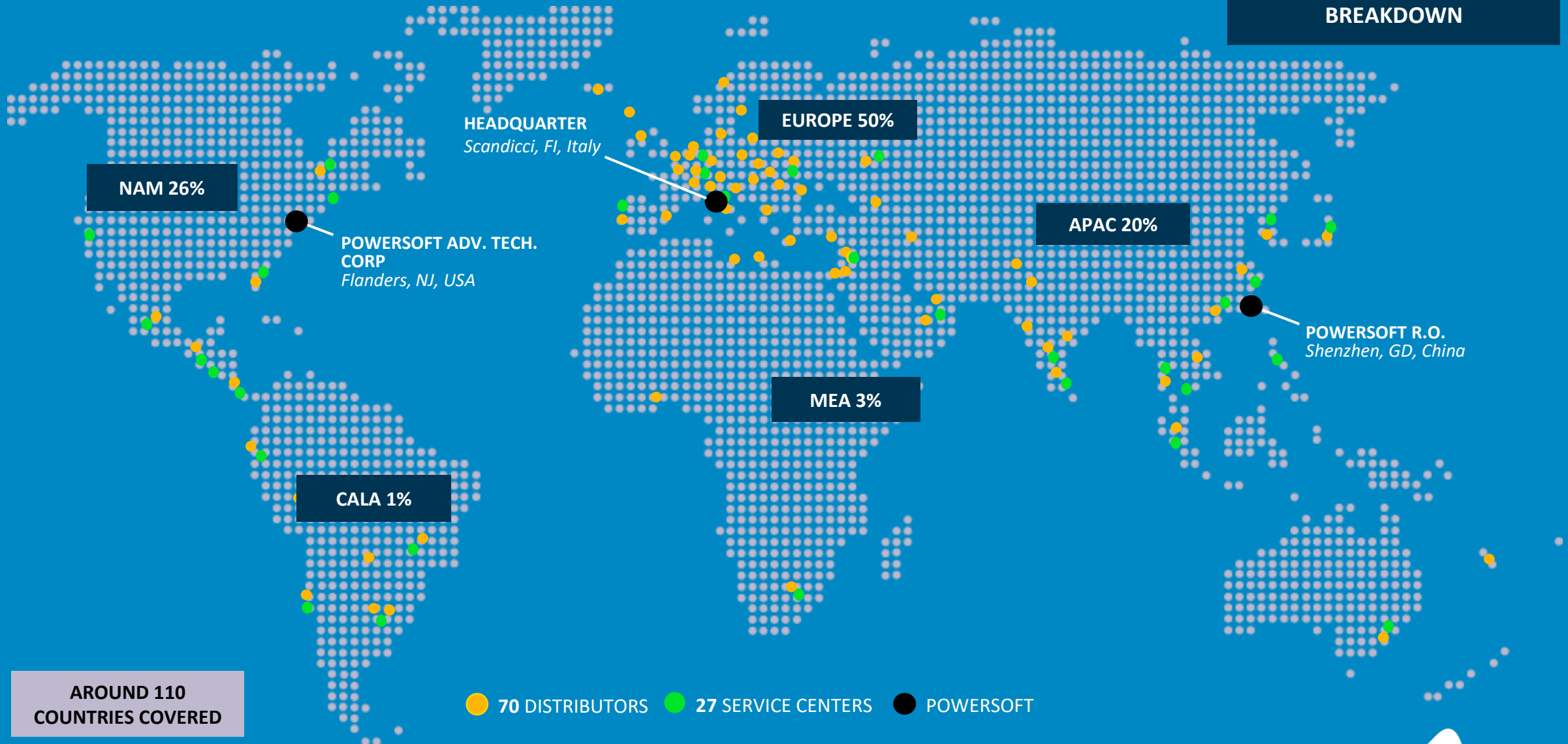


# PRODUCTS AND SOLUTIONS VS MARKETS



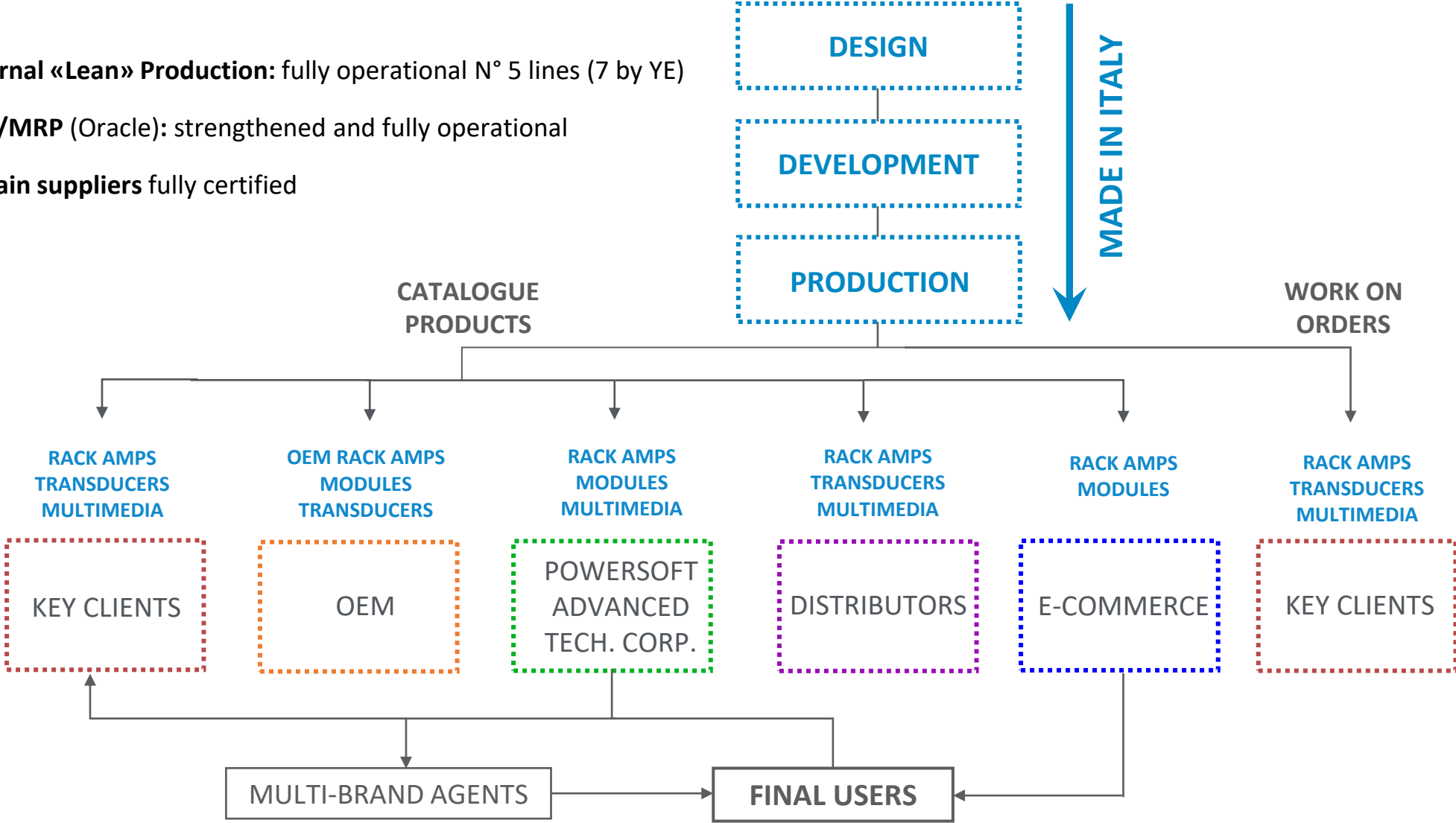
# STRONG INTERNATIONAL PRESENCE

1H2021 REVENUES  
BREAKDOWN



# DIVERSIFIED AND EFFICIENT BUSINESS MODEL

- **Internal «Lean» Production:** fully operational N° 5 lines (7 by YE)
- **ERP/MRP (Oracle):** strengthened and fully operational
- **4 main suppliers** fully certified

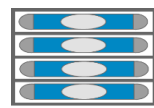


# MARKET TREND & STRATEGY

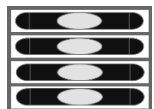


# RACK AMPLIFIER MARKET: INTERESTING RECOVERY PROSPECTS

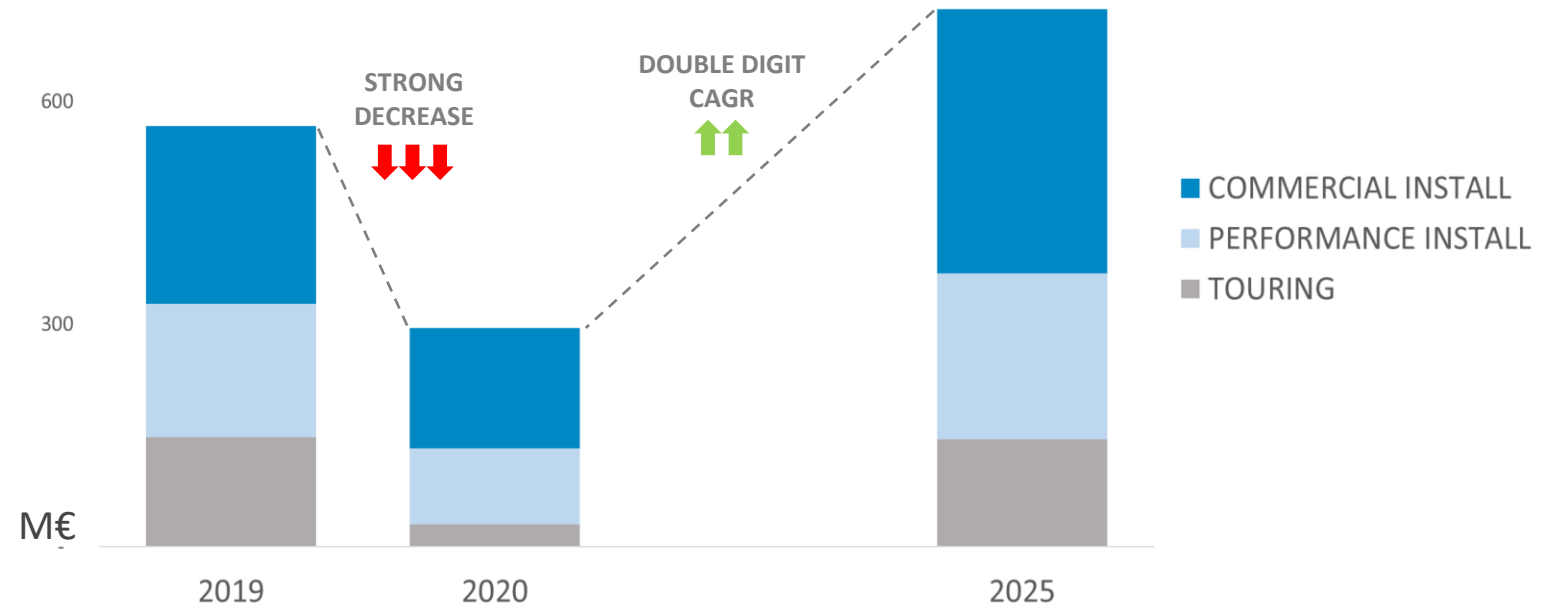
- **Powersoft outperforming vs market average in 2020**
- **Market growing high single digit 2020-25**, Touring expected to gradually recover
- **Installed business remains the strongest** and most resilient, with relevant acceleration of technology adoption



RACK AMPLIFIER



OEM RACK AMPLIFIER

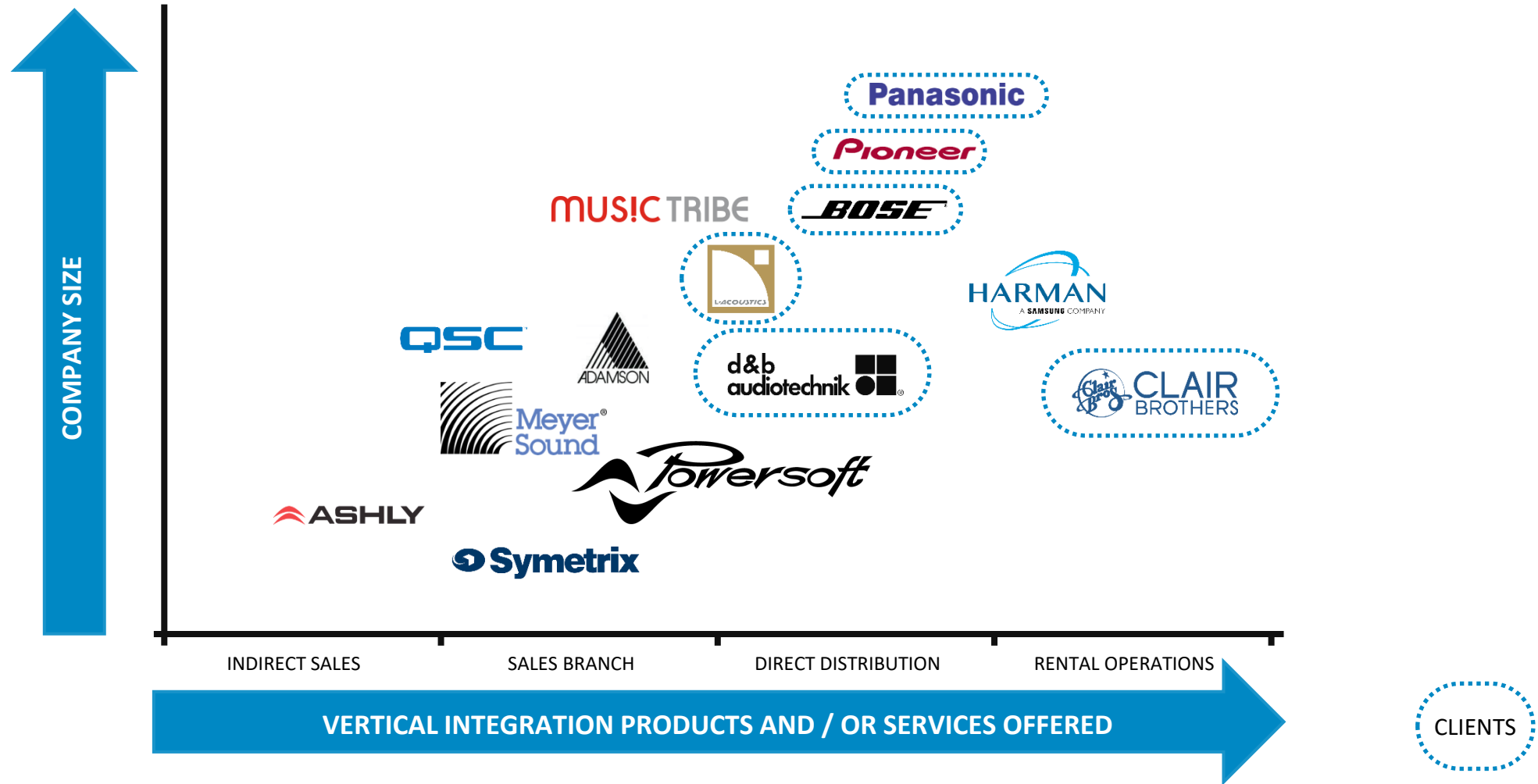


Data source: Powersoft elaboration based on primary research panels



# A VERY FRAGMENTED MARKET WITH ROOM FOR CONSOLIDATION

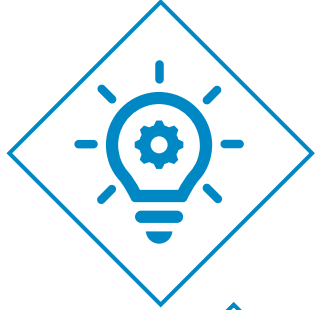
Main market players for company size and level of vertical integration of products and / or offered services



Data source: Powersoft elaboration based on primary research panels



# GROWTH DRIVERS: THREE PILLARS STRATEGY



**FROM PRODUCT COMPANY TO SOLUTION PROVIDER**

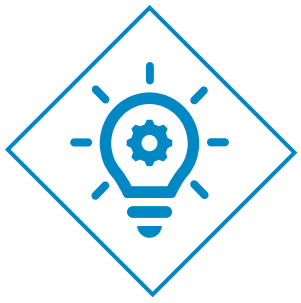


**MOVING TOWARDS A TRUE MULTINATIONAL GROUP**



**FOCUS ON INNOVATION AND NEW TECHNOLOGIES**





# GROWTH DRIVERS: FROM PRODUCT COMPANY TO SOLUTION PROVIDER

## STRATEGY

Focus on **proprietary solutions** designed for **specific target proAudio applications** suitable for **installed vertical markets**:

- **Hospitality**
- **Retail**
- **Higher Education**
- **Houses of Worship**
- **Venues**

**Launch of value added and software-based services** with cloud-based features to exploit **upselling/cross-selling potential**

## ACTION

- **Akira Mochimaru** as new Global Marketing Director, previous General Manager for Bose Professional
- **Leverage company's WW presence** by partnerships with WW Key Accounts
- **New distribution channels:** E-commerce for B2B
- **New Salesforce CRM platform** to improve process automation
- **New products roadmap** to fulfil Powersoft offer
- **IoT & Cloud based services**

## Dynamic Music Distribution

High-quality music distribution in multi-zone/source applications



## Smart Cities

Connecting city and people through DEVA, a device that integrates multiple data gathering accessories





# GROWTH DRIVERS: MOVING TOWARDS A TRUE MULTINATIONAL GROUP



## USA

Boost presence in **US, Canada and Latin America** market\*:

- **Strengthen US headquarter** by hiring new management, operational and sales staff
- **Focus on key clients** with dedicated sales force



## CHINA

Presence strengthened in **China**\*:

- **Opened a local office** with new professionals to strengthen the **direct commercial presence**, alongside the local distributor and the key clients



## EMEA

Consolidate Leadership in **EMEA**:

- **Widen presence** through additional distributors in strong potential markets as **Italy, France, Greece, Denmark, Norway and Sweden**
- **Partnership with strategic players** (ie Holoplot) to enter new markets

\*China + US expected to be accounting **over 40%** of the total Professional Amplifier market by 2025.





# GROWTH DRIVERS: FOCUS ON INNOVATION AND NEW TECHNOLOGIES



Ideofarm

Powersoft's own **growth accelerator** to support **new projects** and **innovative technologies**



Powersoft's **Trademark** which identifies **environmental friendly products**



Powersoft is the winner of the **Corporate & Social Responsibility Awards 2021**

## INNOVATIONS

### High entry barriers

- Top level R&D laboratory
- More than 30 international patents
- Many trademarks registered in over 30 countries
- **Innovative SME** (certified in the Italian Innovators public register)

### High Energy Efficiency

- Environmentally friend products
- Small sizes, huge power

## ADDED VALUE SERVICES

My Powersoft In Cloud Platform



~ 30  
INTERNATIONAL PATENTS

~ 30  
R&D PERSONNEL  
(~ 30% OF EMPLOYEES)



~8.0%

OF 1H2021 REVENUES  
INVESTED  
IN R&D



# KEY TAKEAWAYS

- Accelerated positioning **from Product Company to Solution Provider**
- **Faster growth** and **strong competitive positioning** thanks to **R&D investments** in **product innovation** and **offering expansion**
- **Improving market share in US and in China** by strengthening traditional sales channels and the development of new ones
- **Partnerships with industry players** and **opportunities** for long-term organic growth
- **Large install projects** and **audio immersive venues**: potential add on
- Using **M&A** to accelerate our **strategy implementation**
- The **strong order intake and backlog in all geographical areas**, driven by reference market recovery and supply shortage, **improve visibility going forward**

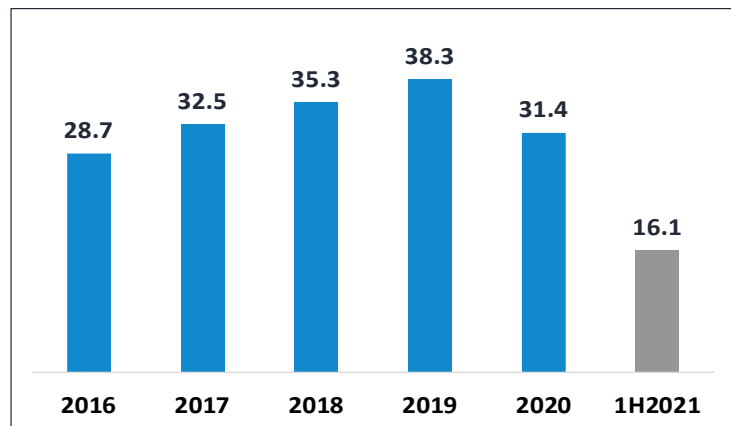




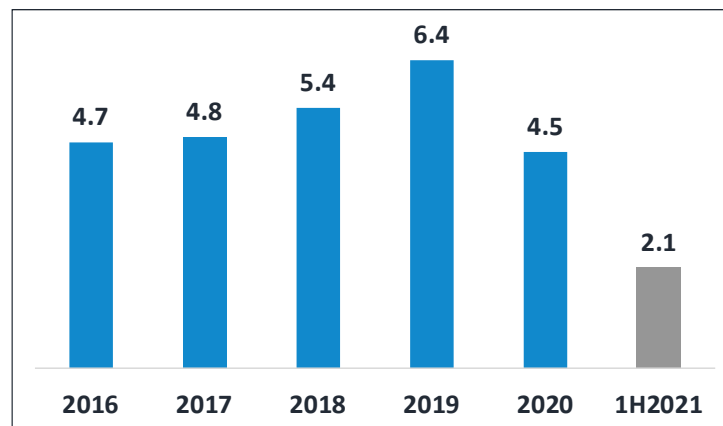
**STRONG EQUITY STORY BACKED BY SOLID FINANCIALS**

# FINANCIAL HIGHLIGHTS

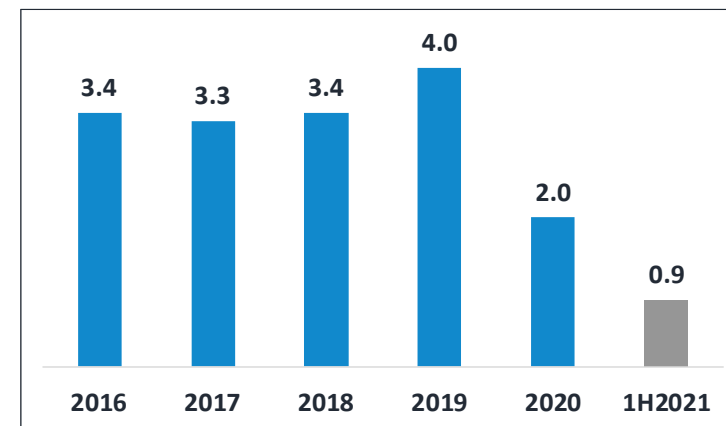
## REVENUES €/M



## EBITDA €/M

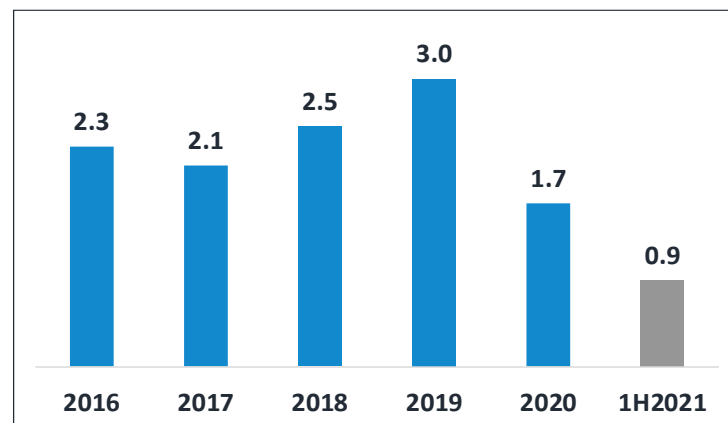


## EBIT €/M

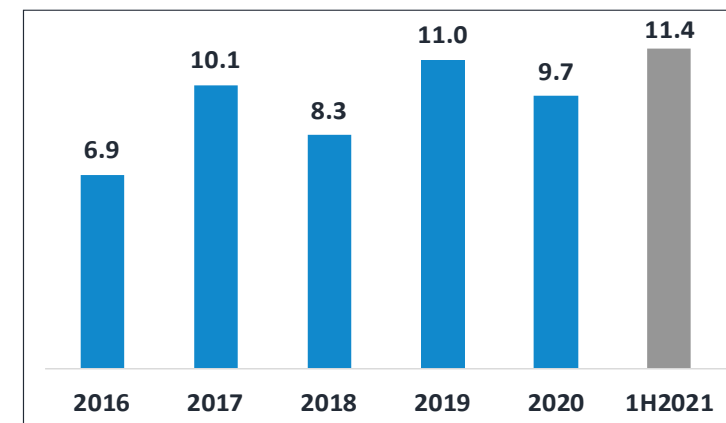


**A solid equity story and sound financials**, which allows the company to face, with flexibility and speed, the changing commercial and industrial needs, the current pandemia and growth goals

## NET PROFIT €/M

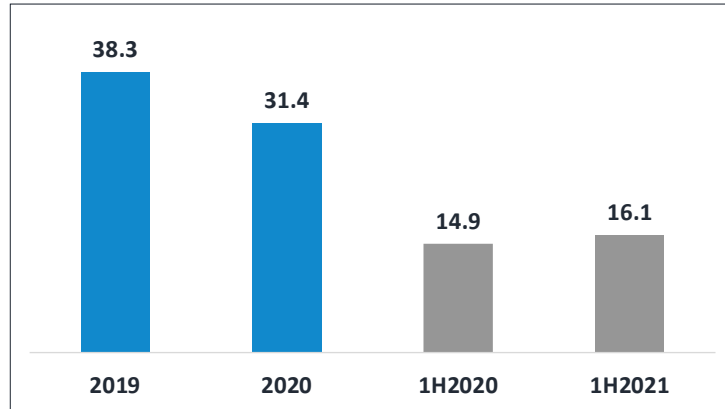


## NFP (CASH) €/M

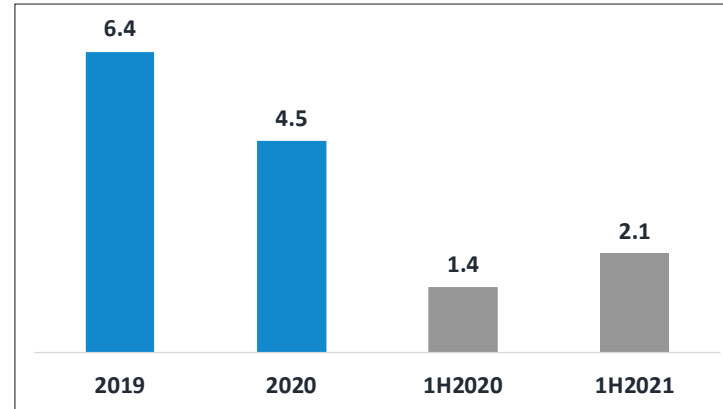


# STRONG GROWTH RECORDED IN H1 2021

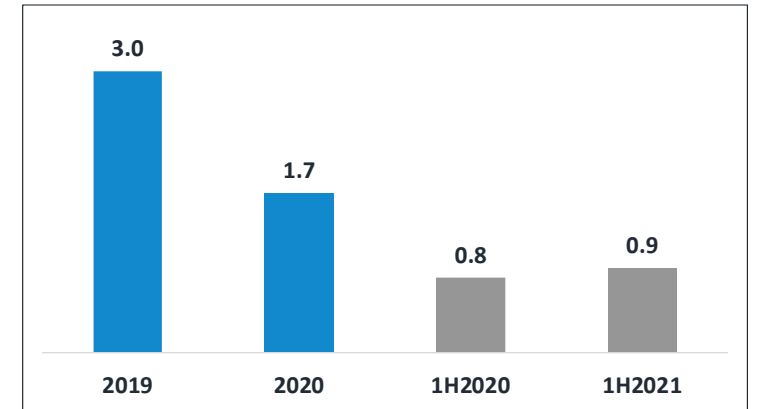
REVENUES €/M



EBITDA €/M



NET PROFIT €/M



- **Total Revenues at €16.1 M, +8.6% YoY**
- **Sales Revenues at to €15.6 M +10.5% YoY**
- Signs of **partial recovery of the reference market** confirmed
- **Solid order book** sustains growth

**EBITDA at €2.1 M, + 45.4% YoY & EBITDA margin at 13.4%**

Reduction in operating costs:

- Personnel costs up 8%
- Commercial expenses down 54%

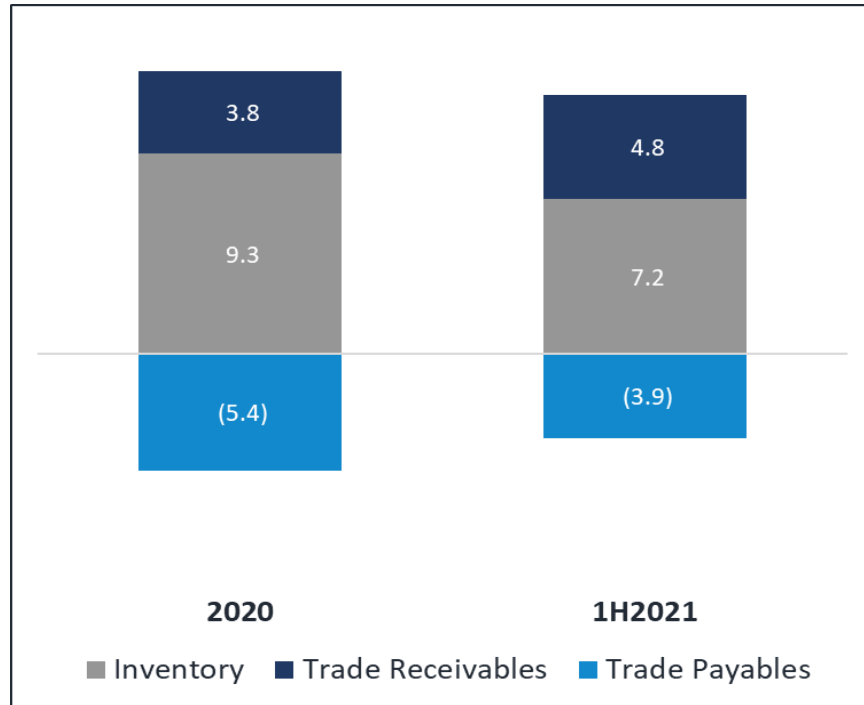
**R&D investments at €1.3 M, including €0.6 M of capitalized costs**

**Net Profit at €1 M, +7.5% vs € 0.8 M in H12020 with an incidence on turnover of 5.8%**

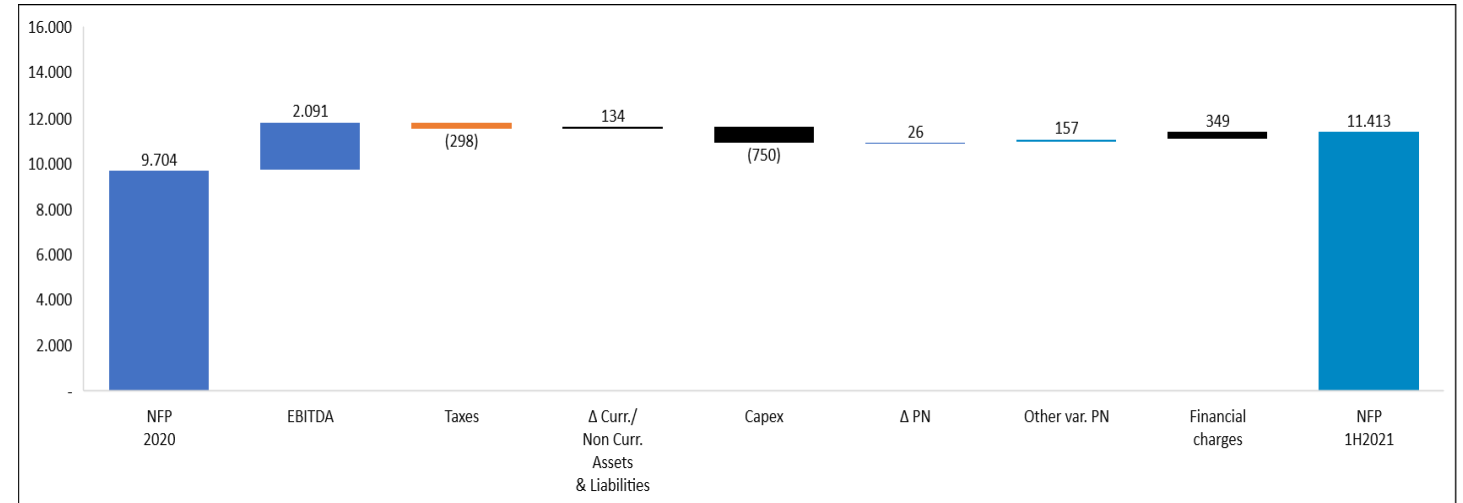


# SOUND BALANCE SHEET

## NET WORKING CAPITAL €/M



## NET FINANCIAL POSITION €/K



Net Working Capital down to € 8.5 M vs 31 December 2020 mainly due to **improvement in trade payables** owed to suppliers, only partially offset by the **increase in trade receivables** and a **reduction in inventories** resulting from careful management of stocks

NFP positive (Net Cash) for **€11.4 M** as results of Cash for €12.5 M and debt for leasing for € 1.1 M (IFRS 16 accounting)



The background of the entire page is a wide-angle photograph of a large church interior. The sanctuary is filled with a large congregation seated in wooden pews. At the front of the church, there is a stage with a large wooden cross on the wall behind it. Three large video screens are positioned across the stage, each displaying a live broadcast of two men in suits sitting at a table. The ceiling is high with recessed lighting and a large black lighting rig hangs from it.

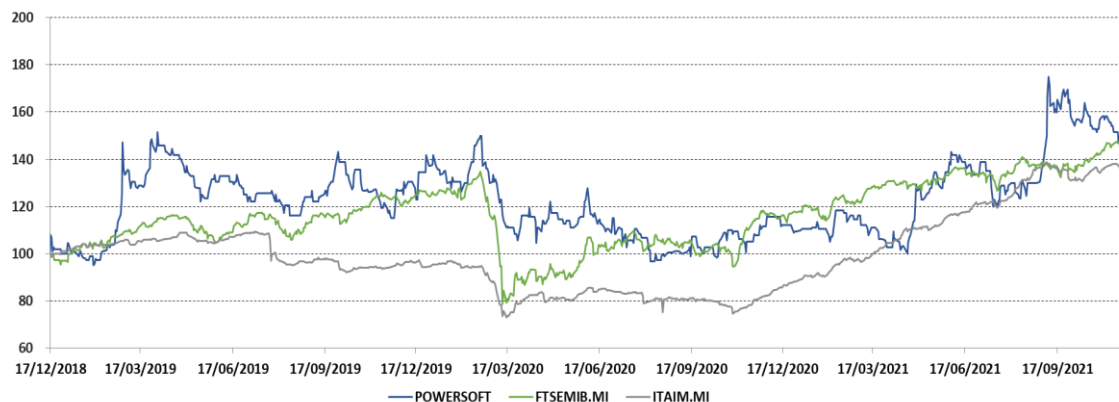
# APPENDIX

# GOVERNANCE

## BOARD OF DIRECTORS

-  **Carlo Lastrucci**  
Chairman
-  **Luca Lastrucci**  
CEO
-  **Claudio Lastrucci**  
Director
-  **Antonio Peruch**  
Director
-  **Luca Giorgi**  
Director
-  **Paolo Blasi**  
Independent Director
-  **Lorenzo Lepri**  
Non-executive Director

## STOCK FIGURES



**IPO:** 17/12/2018

**Shares:** 11,379,292

**Market:** Euronext Growth Milan

**Price (23/11/2021):** €4.98

**Market Cap (23/11/2021):** €56.67M

**Average Daily Volume\*:** 8.9K

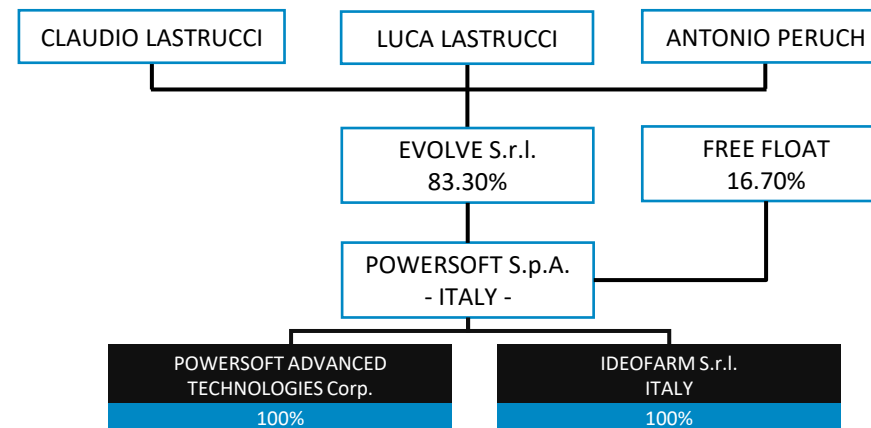
## BOARD OF STATUTORY AUDITORS

-  **Luigi Fazzini**  
Chairman
-  **Carlo Consigli**  
Standing Statutory Auditor
-  **Federica Menichetti**  
Standing Statutory Auditor
-  **Massimiliano Manfredi**  
Alternate Statutory Auditor
-  **Paolo Limberti**  
Alternate Statutory Auditor

## AUDIT FIRM



## SHAREHOLDINGS AND GROUP ORGANIZATION CHART



# MARKET SETTER OF UNRIVALLED CUTTING-HEDGE PRODUCTS

## SAFETY MULTIMEDIA DEVICES



DEVA

## CONTROLLER



WM TOUCH

## TRANSDUCERS



IPALMOD



M-FORCE



M-DRIVE



MOVER

## RACK AMPLIFIERS



Q SERIES/D SERIES\*



DUECANALI SERIES



OTTOCANALI SERIES



MEZZO SERIES



QUATTROCANALI SERIES



TTM



DIGAM 3000\*



K SERIES



M SERIES



X SERIES



T SERIES

## AMPLIFICATION MODULES



DIGIMOD



DIGIMOD PFC



D-CELL 504



DIGIMOD PFC2/PFC4



DIGIMOD IS



LITEMOD



MINIMOD



LOTO

1995-2003

2004-2009

2010-2013

2014-2019

2020-2021 →



# ACTIONS AFTER COVID-19

- Acceleration of the **transformation process to system solution**
- Focus on some **vertical market channels**
- **Development of products and applications** for install applications
- Revision of some **internal processes and logistics**
- Long-term procurement and **production planning** to respond to component shortage
- Introduction of **new tools (CRM, Cloud, ...)**
- Revision of **contracts with suppliers**
- **Revision of organization chart** and insertion of some strategic figures
- Focus on **strategic geographical areas**
- Opening of **new sales channels** (e-commerce and services)
- **Revision of classes of service** for the sale of some products



# MUSIC CLUB SYSTEM

## CHALLENGE:

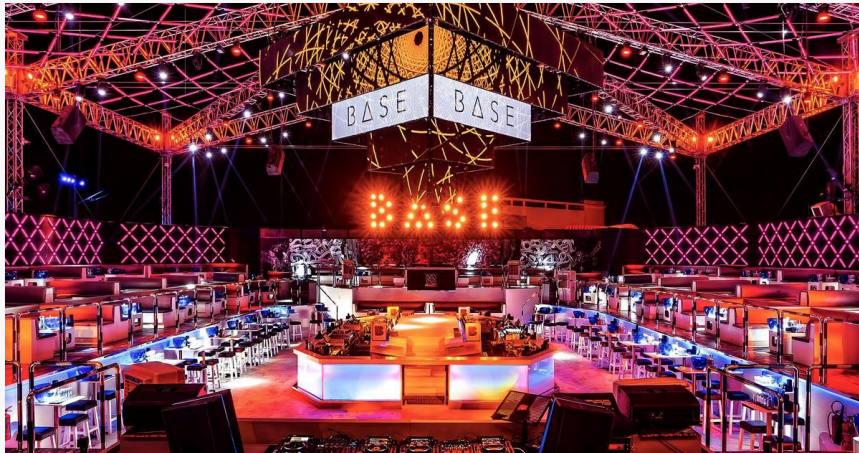
Open-air nightclub with the requirement to complete the project in 23 days.

## SOLUTION:

9x **X4 DSP + ETH** to save on power consumption and gain amplification output.

## RESULT:

Powersoft provided the most cost-efficient power solution per channel, with much simpler configuration requirements than competing products.



**BASE NIGHTCLUB**  
DUBAI, UAE



# STADIUM SYSTEM

## CHALLENGE:

To serve the 59.000-seat stadium with a pristine and broadcast quality sound reinforcement system.

## SOLUTION:

4x **Ottocanali 4K4** and 14x **Ottocanali 12K4** taking analogue feeds from Symetrix matrix router's Dante extension cards.

## RESULT:

"When people come to this stadium, they get a real show, both visually and sonically. The result is a great installation for football fans which will resonate in the years to come."

- Nicolas Houel,  
Technical Manager at OL Images



PARC OLYMPIQUE LYONNAIS STADIUM  
LYON, FR



# CULTURAL CENTRE

## CHALLENGE:

To deliver a high-quality sound system for multi-purpose spaces with a dedicated platform for control and monitoring.

## SOLUTION:

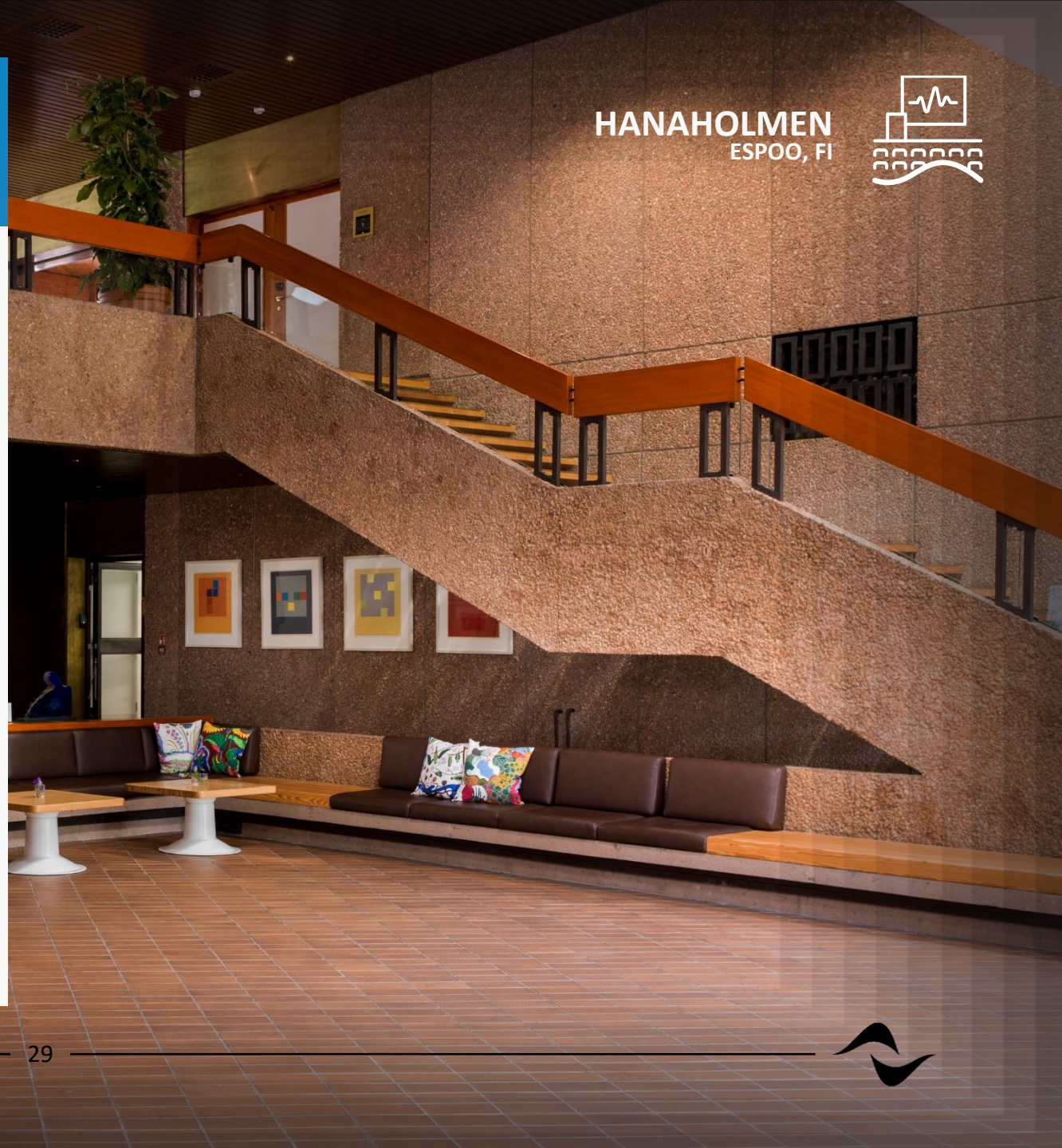
**Quattrocanali DSP+D** and **Duecanali DSP+D**

## RESULT:

Customer satisfaction due to amplifier's ease of use and reliability.



HANAHOLMEN  
ESPOO, FI



# WORK SPACE SYSTEM

## CHALLENGE:

A new system for Cross Campus co-working space, to be as networked and automated as possible, in such a way as not to require having a designated sound engineer present for the vast majority of events.

## SOLUTION:

2x **Ottocanali DSP+D**, full system tuning with ArmoniaPlus, Dante connectivity and Symetrix integration.

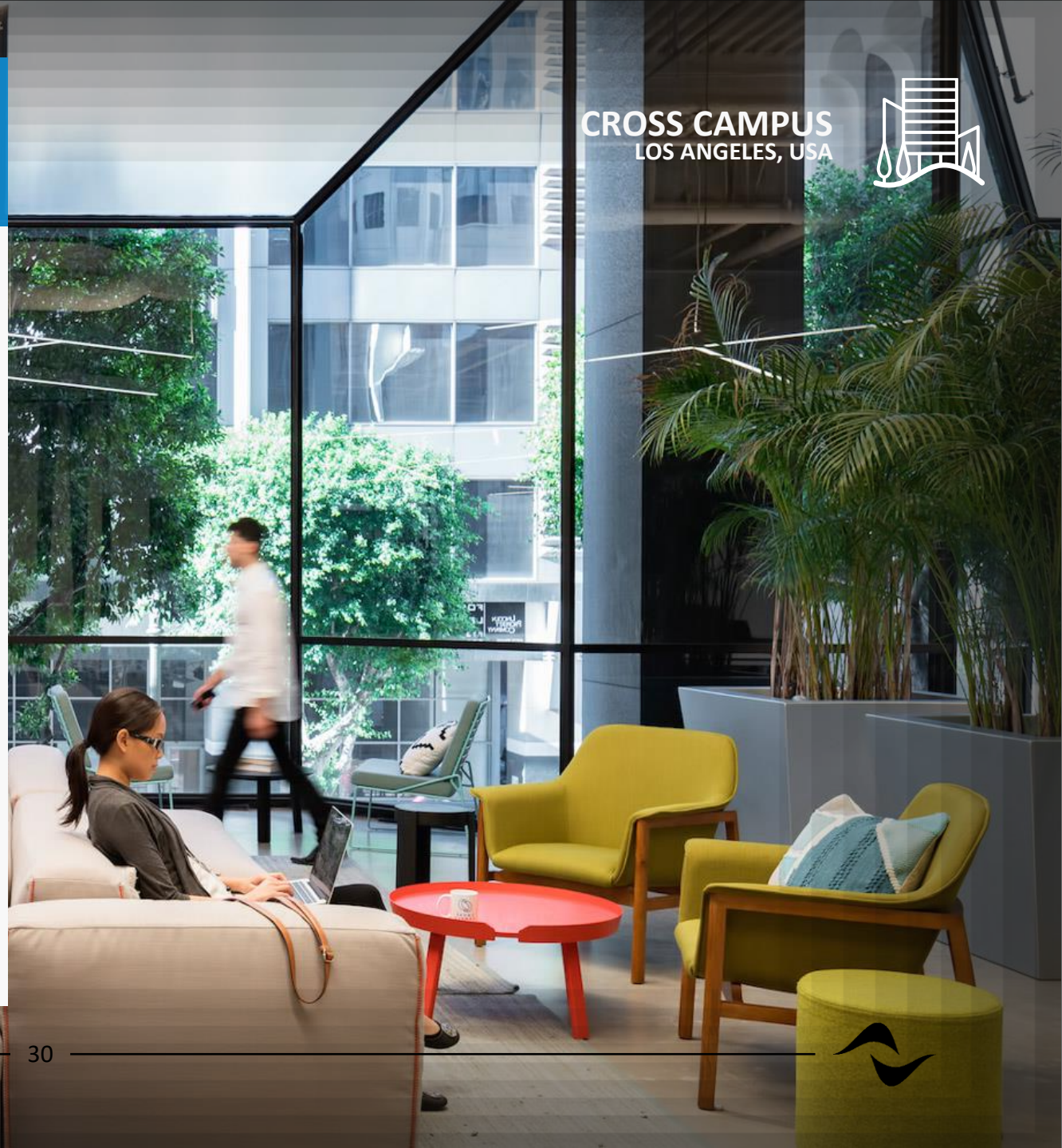
## RESULT:

“Powersoft is the only amp manufacturer that would have allowed me to provide the network and DSP functionality this job required while maintaining a healthy, great sounding system.”

*- Matt Grossman,  
Hollywood Sound Systems*



CROSS CAMPUS  
LOS ANGELES, USA



# SHOPPING CENTRE SYSTEM

## CHALLENGE:

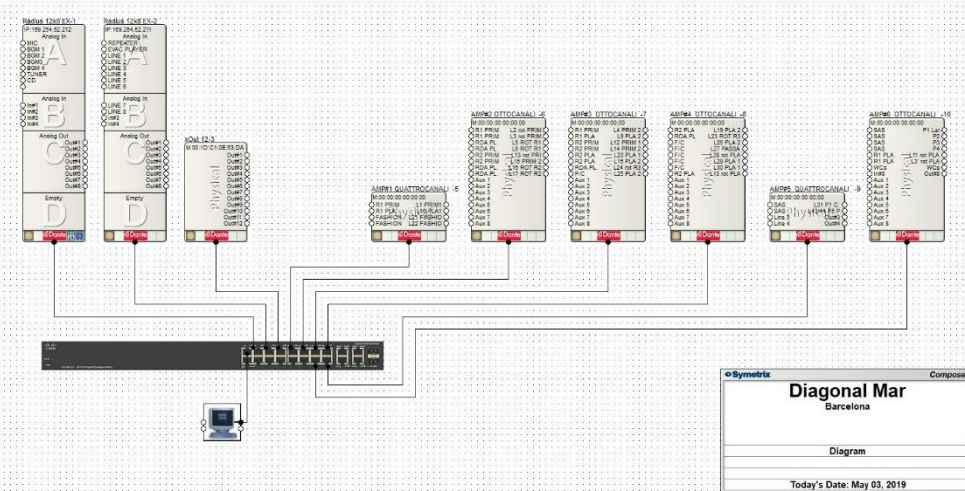
A competitive Dante enabled solution for a combination of Hi and Lo-Z speakers distributed in different zones.

## SOLUTION:

4x **Ottocanali DSP+D** and 2x **Quattrocanali DSP+D** with full Dante-Symetrix integration.

## RESULT:

Flawless system performance and end customer satisfaction.



DIAGONAL MAR SHOPPING CENTRE  
BARCELONA, ES



# RESTAURANT SYSTEM

## CHALLENGE:

A reliable and efficient system for background music, night after night. To reduce rack space and installation costs.

## SOLUTION:

5x **Quattrocanali** units to replace 12x 2-channel amplifiers mixing Lo-Z and 70-Volt distributed line loads.

## RESULT:

Reliable and high-power system with zero service required. Saving on racks, cabling and operational costs.



YARD HOUSE RESTAURANT  
DENVER, USA



# STADIUM SYSTEM

## CHALLENGE:

To provide an amplification solution for the 30,000-seat arena, with low power consumption requirements and low heat dispersion, due to high summer temperatures.

## SOLUTION:

4x **Ottocanali 8K4** to replace 12x 3RU pre-existing amplifiers.

## RESULT:

"These amplifiers hit a lot harder than others on the market.

The sound and clarity was amazing. One of the first comments came from one of the executives asking if we had installed subwoofers in the system, which of course, we hadn't."

- Nathan Barlow,  
Pro AV & Electronics



UNIVERSITY OF NEVADA - MACKAY STADIUM  
RENO - NV, USA



# HOTEL SYSTEM

## CHALLENGE:

A reliable and efficient system to cover background music night after night, while providing sufficient power and headroom for volume boost in DJ nights and special events.

## SOLUTION:

1x **Ottocanali 4K4** for the open-air lounge, and 1x **M30D** and 1x **4K4 Ottocanali** and for the penthouse hi-fi sound system.

## RESULT:

“The sound quality of Powersoft is second to none, but we also choose Powersoft because of the consistency and reliability”



NAUTILUS HOTEL  
MIAMI, USA



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